

PARLIAMENT
DIRECT MAIL

OBJECTIVES

- To build volume while defending the current franchise.
- To increase alternate purchase among competitive smokers.
- To reinforce Brand positioning and promote Brand loyalty.

STRATEGIES

- To deliver a three-phase offensive/defensive direct mail program comprised of competitive and current Parliament smokers on the PM database
 - Target Audience -- Cell Demographics
 - One cell of current smokers (predominantly older female 100's)
 - One cell of competitive young adult Region 1 smokers
- To provide direct mail consumers with coupon offers tailored accordingly:
 - Low value to current smokers
 - High value to competitive smokers
- To develop a high-value continuity program to responders to encourage repeat purchase and Brand loyalty.

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PARLIAMENT
FSI'S

OBJECTIVES

- To encourage continuity of purchase.
- To prevent share erosion of 100's franchise.
- To reinforce Brand positioning and promote Brand loyalty.

STRATEGIES

- Field three FSI's in top volume markets in 1993.
- Engage older females in high-value continuity offers.
- Offer older females \$2 - \$3 coupons to reward loyalty and purchase continuity.

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